

ABSTRACT

An interactive Internet-based reality game where participants, via an interactive website, create a publicly viewable profile in a server database that may contain such information as a photo of the participant and an accompanying paragraph of self-written text.

- 5 The object of the game of the present invention is to get as many people as possible to look at the participant's profile thereby increasing his number of points. Points represent a scoring system related to the amount of public exposure a participant has received. The more people who view a participant's profile, the more exposure that participant will have and the more points he or she will accumulate. The result of playing this game is that the participant's
- 10 image and thoughts can become widely known to a great number of other people.